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ENERGY STAR®, a U.S. Environmental Protection Agency program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

ENERGY STAR Marketing Resources for Builders

As an ENERGY STAR partner, you have access to a host of valuable marketing materials at no cost to you.



ENERGY STAR Logos.

Promote your partnership and the certified homes that you are building by using the ENERGY STAR mark. Several versions of the mark are available for download from the ENERGY STAR Web site. Each version of the mark is intended for specific applications; please refer to the ENERGY STAR Identity Guidelines at www.energystar.gov/logos.



ENERGY STAR Fact Sheets.

Educate homebuyers about the many 'tried-and-true' energy-efficient features found in ENERGY STAR certified homes by providing them with detailed Fact Sheets available for download at www.energystar.gov/newhomefactsheets.



Webinar Training on Marketing.

EPA offers free webinars on how to successfully market your ENERGY STAR certified homes. During the session, you will learn best practices for how to use ENERGY STAR as a new marketing platform and integrate ENERGY STAR into your current ad campaign and marketing materials. Sign up for one of these free webinars at www.energystar.gov/newhomeswebinars.



Consumer Brochure.

Order copies of EPA's consumer brochure that highlights the energy saving features and other benefits of ENERGY STAR certified homes. Display the brochure in model homes, give it to prospective homebuyers, and distribute it at home shows or real estate agent workshops. The brochure is available at no cost at www.energystar.gov/publications.



Web Links from the ENERGY STAR Partner Locator.

As a partner, your company, service area, and phone number are listed on the ENERGY STAR [Partner Locator](http://www.energystar.gov/partnerlocator) so potential homebuyers can find you. You also have the opportunity to add a web link from the Partner Locator to your web site. To obtain this link, simply ensure that your web site complies with EPA's [web linking policy](http://www.energystar.gov/weblinkingpolicy).



100% Builder Commitment.

ENERGY STAR partners interested in receiving special recognition can commit to building [100% of their homes](http://www.energystar.gov/100percent) to meet ENERGY STAR guidelines. Partners making this commitment are denoted with a special 100% icon on the ENERGY STAR Partner Locator.



Questions? Email us at
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